

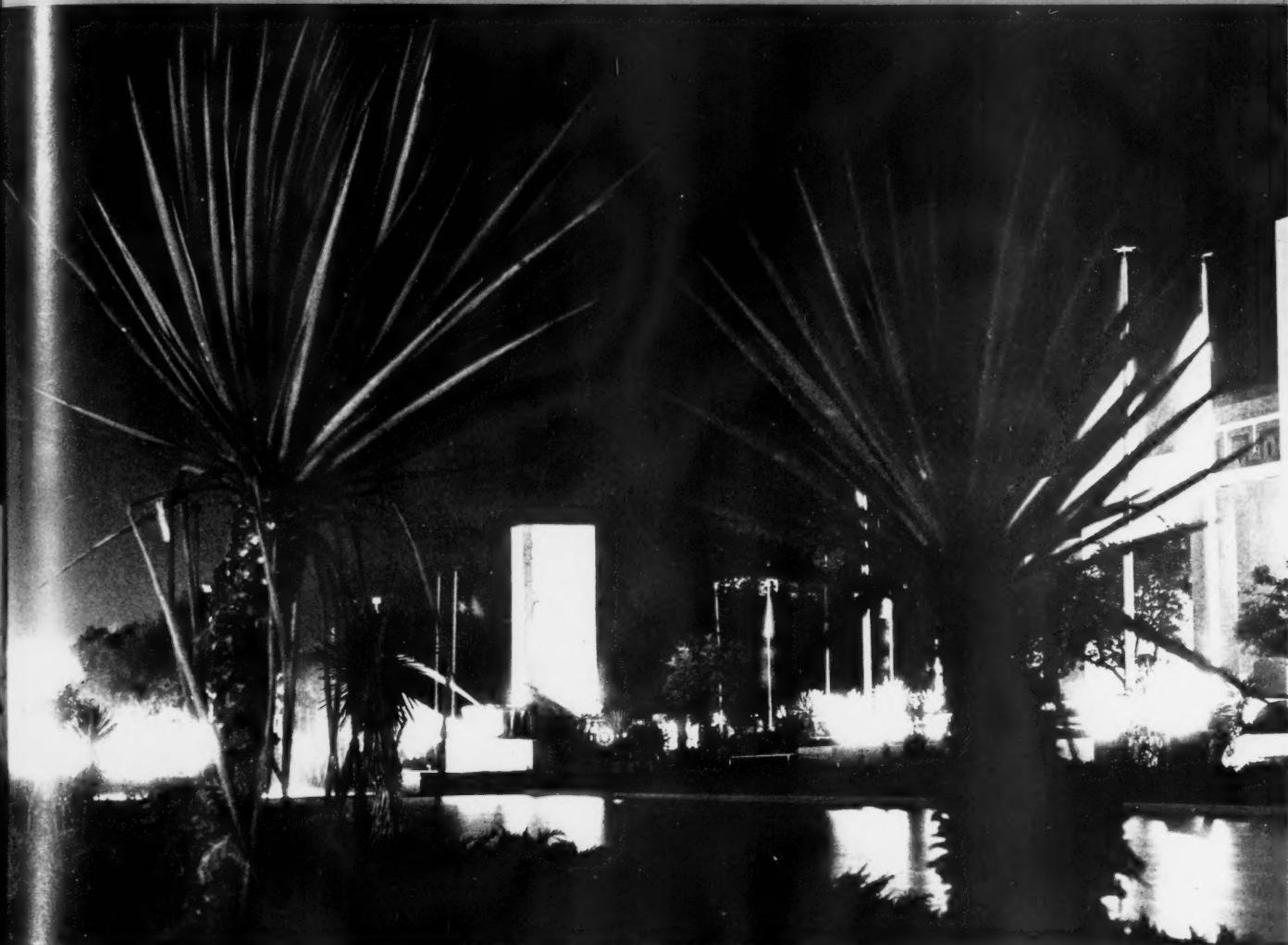
*Southwest*

JULY  
1937

20  
CENTS

# BUSINESS

OFFICIAL PAN AMERICAN EXPOSITION MAGAZINE



Pan America by Night — Esplanade of Nations

Pan American Edition . . . Section II

IN THIS ISSUE: *Southwest BUSINESS Goes to  
the Pan American Exposition*

# Maintaining DALLAS LEADERSHIP AS HEALTH CENTER *of the* SOUTHWEST



THE Medical Arts Building in Dallas was the first in the land planned and built to meet special demands for sunlight, ventilation, X-Ray equipment, compressed air, ice water, special wiring and plumbing—everything necessary for the extraordinary requirements of Physicians, Dentists and medical technicians.

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DALLAS • MEDICAL CENTER *of the* SOUTHWEST

# Southwest BUSINESS

*Established 1922*

PUBLISHED BY THE DALLAS CHAMBER OF COMMERCE  
IN THE INTEREST OF THE GREAT SOUTHWEST

## CONTENTS FOR JULY

	Page
Exposition Seals Pan American Friendship . . . . .	7
Southwest Business Goes to the Exposition . . . . .	8
Pan American Games Draw Star Athletes . . . . .	10
By GEORGE McLELLAND	
Texas Shows Her Neglected Wealth . . . . .	12
By GARFIELD CRAWFORD	
Dallas Market Prepares for Glamour Time . . . . .	13
Medical Center Begins Air-Conditioning Program . . . . .	14
Southwest Wild Life Finds Haven . . . . .	16
By KITTY BARRY CRAWFORD	
Dallas Business . . . . .	23
Hobby Becomes Thriving Industry . . . . .	25
Headliners of the Month . . . . .	26

ANDREW DeSHONG, Editor • HUGH CARGO, Staff Artist • EARL Y. BATEMAN, Manager

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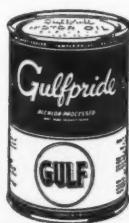
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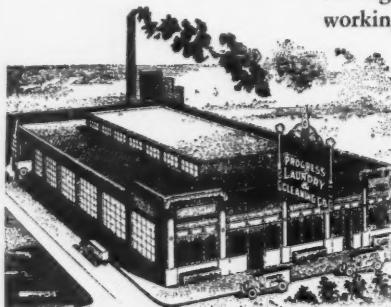
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# *Southwest* . . . **BUSINESS**

VOLUME 16

JULY, 1937

NUMBER 6

## EXPOSITION SEALS

### *Pan American Friendship*

TRUE inter-American friendship and unity, primary objectives of the Pan American Exposition, have already been translated into reality since the international Good Neighbors Fair opened in Dallas June 12.

In commerce, arts and sciences, in sports and in entertainment, the exposition is bringing together the peoples of the Americas on a basis they have never met on before. Already the number of prominent exposition visitors from Mexico is attracting attention in Texas. Other prominent persons, though fewer in numbers, have come to the exposition from Central and South America. The blending of Anglo-American and Latin American cultures is being accomplished in the immense exposition grounds.

#### Government Exhibits

The central features of the Pan American Exposition are the official exhibits sent to Dallas by the New World republics. The United States government building houses a magnificent show, parts of which have been on exhibit before. But entirely new and unusual are the exhibits of the Latin American republics, brought together in the Pan American Palace, opposite the United States building at the Plaza of the Americas.

Mystic nights under a tropic moon, soft music of violins and surf, the romantic charm of the Latin American countries—all are reflected in the colorful and diversified exhibits displayed by Central and South American countries in the Pan American Palace.

A block-long building, simple in line and contour, the Pan American Palace stands on the Plaza of the Americas. Surrounded by verdant tropical vegetation, the building within and without is a transported breath of Latin America.

The semi-circular entrance rotunda of the Pan American Palace is a veritable hall of state of the Central and South American and Caribbean republics. Spacious to the degree of grandeur, this foyer is brilliantly colored in gradations of blue hues accented and offset by reds, yellows and varying shades of gold.

#### Continuous Diorama

Midway up the vast walls, and in a semi-circle around the rotunda, are the seals and flags of the American nations and provinces. The seals of the nations are circular in shape and are cast in highly colored bas relief. Immediately below is a continuous diorama, standing in colored silhouette, of various scenes of mountain ranges, broad pampas, brilliant cities, picturesque villages and tropical seascapes.

A composite of the lands south of the Rio Grande and the islands of the blue Caribbean, this diorama serves as a trip in miniature through the Latin American republics.

In the center of this circular room is a Latin American travel information booth, above which in brilliant colors is a gigantic map of the two American continents.

The countries represented here, in order of their placement around the foyer, include Jamaica, Costa Rica, Honduras, Puerto Rico, Haiti, Peru, Chile, Brazil, Colombia, Ecuador, Bolivia, Venezuela, El Salvador, Nicaragua, Guatemala, Panama, Cuba, the Dominican Republic, Mexico, Argentina, Paraguay and Uruguay.

Opening off the foyer is a circular room, the first of the Latin American exhibits. The varied and colorful display from Mexico is housed here. Around the top of the circular walls is a brilliant, continuous frieze of Mexican scenes. Immediately opposite the main entrance is

a large painted Mexican seal, above which in gaseous light glows the word, Mexico.

#### Glamorous Mexico

Featured in this diversified and fascinating exhibit are all the works of Mexico which lend charm and color to that glamorous republic.

Brilliant inlaid pieces of furniture, built of the various tropical hardwoods grown in the "tierras calientes" of Mexico, such as red and black mahoganies, catch the visitor's eye. And gaily colored and decorated lacquered pieces add brilliance to the display.

Around the room are illuminated photographs of outstanding Mexican scenes and goals of the tourist. A large back-lighted map shows the plans of the Aztec ruins at San Juan Teotihuacan, surrounded by photographs of the Temple de Quetzalcoatl and the Pyramid to the Sun.

One display of elaborately colored and woven basketwork attracts many visitors daily. Wrought in bizarre shapes, and some of gigantic size, the products of the weavers' art are beyond compare.

One case of handwrought silver is another striking display of Mexican handicraft. Outstanding among the many pieces on exhibition is a gigantic shallow silver bowl with an all-over pattern of the Aztec calendar. A duplicate of this bowl is shown in another case, wrought in polished copper.

A case of handwrought silver ornaments, set with jade, fire opals and obsidian, shows the fine craftsmanship Mexican silversmiths have achieved.

Beautifully woven rugs are on display in another section of the exhibit, and all around the walls are brilliantly colored serapes, the typical wrap that has inlaid

(Continued on Page 37)



CAVALCADE OF THE AMERICAS is smashing box office records again this summer. One out of every three persons who enter the exposition sees Cavalcade.

# Southwest BUSINESS Goes to

"DON'T YOU KNOW, don't you care?" is the song bit of the Pan American Casino Revue, which Art Jarrett is singing.

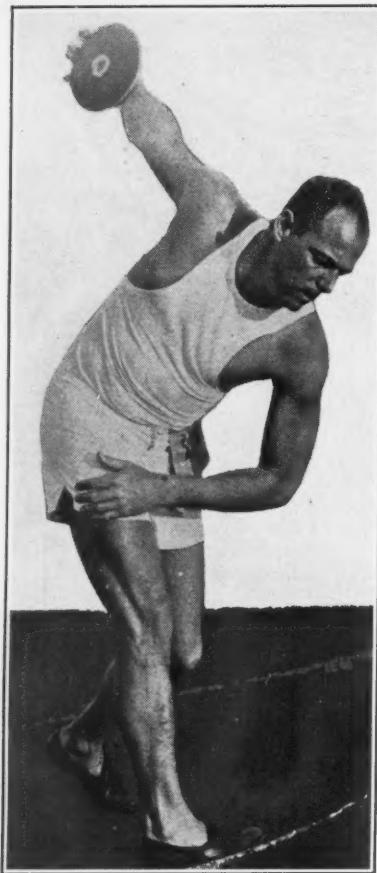
ENDLESS VARIETY of amusement awaits the visitor to Pan America. Chester Hale's chorus in the Pan American Casino Revue, left below, is loveliest in the fan number. The Chester Hale girls are one of the sensations of the Exposition. Moving with machine-like precision, they are the perfection of grace and beauty and always bring spontaneous applause from the audience. Stan Kavanagh, center, also of the Casino, is tops in comedy. The Casino proves that bigness isn't the only essential to spectacular effects (right). Side saddles are back in vogue for the "Gay '90's" scene in Cavalcade (left, bottom).



FREE ENTERTAINMENT, which holds this big crowd spellbound, is always on the exposition calendar.

# *Vises to the Pan American Exposition*





Pedro Elza, Argentine discus star, will be one of the big attractions in the track meet of the Pan American Games, July 15-18

DALLAS becomes the summer sports capital of the Western World. Athletes from Mexico, Central and South America are marching on the capital. They are out to win new laurels and priceless cups and break standing records. In Dallas they will meet the cream of the athletic crop of the United States and the boys north of the Rio Grande, if they are to win, must take the scalps of the invincibles rolling up from Rio. It is to be a case of "each man for himself and may the best man win."

All of this is incidental to the forthcoming Pan American Games at the Pan American Exposition. The games will be a series of athletic spectacles which will make hemispheric history. Nothing of the kind or proportions has ever been offered the people of the United States, with the one exception, the World Olympics at Los Angeles in 1932.

The carnival of sports will be a night affair. The first unit, coming to the Cotton Bowl, runs the nights of July 15, 16, 17, and 18. It includes track and field competition, a soccer tournament and a 26-mile marathon foot race.

# Pan American Games

## DRAW STAR ATHLETES

By GEORGE McLELLAND

The second unit of the games comes on August 12, 13 and 14, in the form of an international boxing tournament.

And the Pan American Games mark the beginning of an entirely new athletic institution for the Americas. Already machinery has been put in motion which will perpetuate the games to the New World, for in 1938 Brazil will be host. Then the athletes of the United States, Mexico and Central America will journey south to defend their laurels won in Dallas in 1937 and on other fields throughout the continent between dates of the two great competitions.

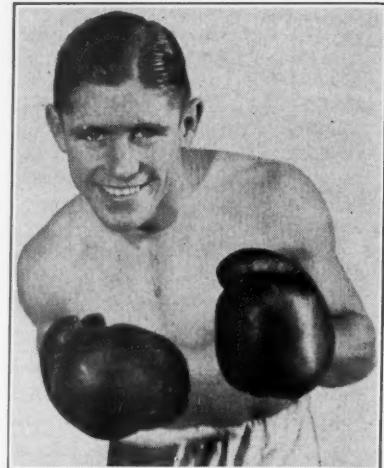
### Unique in Sports History

The Pan American Games bring together for the first time an exclusive gathering of inter-American athletes. It is the first time that the Southern Americas have sent their combined forces against the single unit of the United States, thus the Pan American Games becomes an entirely new event in the sports world. Less than 200 athletes competed in Paris in 1900 in the first of the modern Olympics. This number, maybe more, will be in Dallas to inaugurate the first of the Pan American Games.

It has long been recognized that better understanding of people is brought about through friendly contests. The athlete is trained in good sportsmanship. He is taught to give as well as take and he is disciplined to accept the verdict of the arbiter. Lasting friendships are formed in these associations. Contestants invariably gain a wholesome respect for the capabilities of the other fellow. Again, these contestants draw more and more upon the populace so that the citizenship meets upon a common ground. This means the spreading of friendship and knowledge, which finally trickles on down through the entire population of a nation.

To Dallas goes the credit for organizing the Pan American Games. The idea, formed in the mind of George Preston Marshall, entertainment and sports impresario of the exposition, was fostered and nurtured by Dallas capital and man power. At the head of these first games is Bob Humphrey and his assistant, James Stewart. Backing them up will be found the national amateur athletic associations.

Opening ceremonies of the games will play a significant part in the mutual efforts of the countries of the two continents toward closer understanding, warmer friendship and greater commerce.



Oscar Casanova, the Argentine's Olympic featherweight champion, will participate in the Pan American boxing tournament, August 12-13-14

While President Roosevelt will be unable to attend the festivities of the opening night of the games, he publicly endorsed them and designated Postmaster General James A. Farley as the representative of the United States, who, along with Governor James V. Allred of Texas, will welcome high governmental officials of other nations.

Among those representing foreign countries at the opening ceremonies of the games will be Dr. Gonzalo Carias, consul-general for Honduras; Carlos Brenes Jarquin, Nicaraguan minister; Oswaldo Aranha, Brazilian ambassador; Felipe Espiel, Argentine ambassador, and Pedro Friaga, Cuban ambassador.

The games will be inaugurated with all the pomp and splendor of the World Olympics. A parade of the nations will be led by the governmental and athletic officials of a score of nations, followed by the athletes from such countries as Argentina, Brazil, Uruguay, Chile, and Peru of South America; Panama, Cuba, Mexico and Honduras of Central and North America, and the United States contingent. Following the lighting of the friendship flame atop the triumphal arch in the stadium the athletic competition will get under way to continue nightly from July 15 through July 18.

## **Noted Writers Coming**

To record the story of the first Pan American Games, many noted newspapermen and sports writers will be in Dallas. Among those who have already expressed intentions of being present are Grantland Rice, Damon Runyan, Bill Corum, Bill Cunningham, Arch Ward and Alan Gould.

Aside from the international aspect of the games, sports fans will see the greatest group of track and field stars ever assembled in the Southwest. World and Olympic record holders will be present. Of special interest will be the struggle of the world's three greatest pole vaulters—George Varoff, Earle Meadows and Bill Sefton—to reach that long sought goal, the 15-foot mark. This trio, already with marks of 14 feet 11 inches, will vie for honors here.

National championship meets play second fiddle to the Pan American Games and are in reality trial events for the stars this year. The first and second place winners in the national AAU championship meet will represent Uncle Sam in Dallas as well as the world and Olympic title-holders. And South and Central American countries are sending only their outstanding performers.

Although soccer is not well known in the Southwest, it is a faster and rougher game than collegiate football and those who witness the fight for the Pan American championships here will be seeing in action the best teams in the world. The champions of Argentina, Mexico and

*Warren L. Baker, AAA official, is steward for the Pan American 300-mile automobile race classic, to be held on the exposition grounds August 1*



*The Argentine's famous soccer team, shown above, will compete with the champions of the United States, Mexico and Peru for the Pan American championship*

Peru will play in the tournament with the United States champions, the Highlanders of Trenton, New Jersey.

cars from South America. Trials for the main race, August 1, will be held July  
*(Continued on Page 22)*

## **26-Mile Marathon**

An event never held in the South will be the international marathon race of 26 miles. This event will conclude the first unit of the games on the night of July 18. South and Central American marathon stars are among the greatest in the world and the three best endurance men of the United States will have difficulty in coming home ahead in this competition.

All told, approximately 250 champions will be in the games. Cost of transporting and housing athletes from as far as 6,500 miles away, will total approximately \$75,000. While in Dallas, the visiting athletes will be housed in the Pan American Village at Southern Methodist University.

The boxing tournament will have the same Pan American competition, with 16 mittmen representing South America, 16 representing the United States and eight representing Central America. Fighting not only for fame and glory but for the honor of their respective countries, the 40 boxers will give Exposition visitors a spirited sports show on the nights of August 12, 13, and 14.

While the Pan American Games form a gigantic undertaking and one of the biggest events ever held, Impresario Marshall and his assistants, Humphrey and Stewart, didn't stop there. Two other major sports spectacles were arranged. They are the Pan American 300-mile auto race classic and the football classic between the Chicago Professional Bears and the Pan American Collegiate All-Stars.

Veteran racing officials have labeled the auto race as one of the most unique ever planned, having all the elements of a thrilling affair. The race will be on a two-mile, hazardous, cork-screw course within the Exposition grounds and not only will the best United States drivers compete for the \$17,500 in purses but there will be several

*Roger Ceballos, Argentine athlete and 5,000-metre champion of South America, is making a long journey to take part in the Pan American Games at the Pan American Exposition*



# Texas Shows Her Neglected Wealth

By

GARFIELD CRAWFORD

EMBODYING one of the primary ideals of the Pan American Exposition—the achievement of a *Greater Texas*—the Museum of Natural Resources presents one of the largest individual exhibits on the grounds as a Texas challenge to the economic world.

The display is housed in the big \$250,000 white stone building at the end of Avenida Pan Americana, in the extreme eastern section of the Pan American Exposition. The structure is permanent and is part of the civic center group built by the Park Department of the City of Dallas and presented under long-term lease to the Texas Institute of Natural Resources. It is open, without admission charge, to the public throughout the year.

Included in the exhibit are 150 collections of important raw materials native to Texas. More than 300 items are shown in the collections, each one an actual or potential source of new wealth. Only four per cent of the materials are being developed at the present time.

#### Possibilities Depicted

Specimens of each item are on display in attractive cases. With them are shown analyses, graphs, and dioramas depicting the importance and future possibilities of each. The display as a whole is one of the most practical demonstrations the Exposition offers.

For the Texan the exhibit holds the greatest personal interest of all those to be seen on the grounds. It has the dominant meaning of his native state reaching out to an empire of two continents. It shows Texas planning to extend its influence and develop its markets over a vast area which brushes the Arctic Circle on the north, and extends southward into the frozen vastness of Polar seas.

The resources display has great import also for the citizen from outside the state.



*The new home of the Texas Museum of Natural Resources*

It opens for him new industrial and agricultural doors into the future. It shows the way to new products, and to new markets from them, and for products already established. It points to new jobs for countless thousands of men and women. It looks toward a higher standard of living and toward real and achievable social security.

#### Invitation to Industry

Every raw material presented in the exhibit invites industry and capital into Texas. It shows how money and work may be used to produce vast new wealth. As a whole the exhibit represents the opening fanfare of the Institute's five-year educational program, designed to acquaint Texas and the world with the power and resources of the Lone Star State. An immediate object of the campaign is to stimulate the flow of \$12,000,000 into Texas with which to begin new economic development.

For agriculture in its broad sense, which includes livestock and agricultural industries, and constitutes the one economic resource of Texas already intensively cultivated, this exhibit envisions an infinitely greater field. It shows the resources of the farmer enriched by the aid of science and research. It portrays agriculture widely extended by the use of associated natural resources, such as cheap fuels for the fabrication of cotton.

Because the natural resource field in the Southwest lies largely in the hands of landowners, and the raw materials of agriculture are wholly in their hands, the exhibit establishes the farmer's indispensable place in industry. It portrays the farmer in possession of petroleum, natural gas, lignite and coal, of pine forests from which a great newsprint paper industry

has begun to develop, of tremendous potash beds waiting to be converted into cheap fertilizer for his fields, and of several hundred varieties of rock, stone, marble, clays, metals and minerals which already have begun to stimulate the building trades and the arts.

From these potentially rich materials, the exhibits point toward extensive new profits for the Texas farmer. He will be able to augment his income by the sale of raw materials. His sons will be trained to man the factories which will utilize these resources. It has been estimated that some thirty thousand specialized young chemists, expert mill operators, inventors, mine specialists and business executives will be needed within the coming few years.

#### Farmer Comes Into His Own

Towns and cities where factories using native resources are concentrated will be enlarged and developed for production and distribution. Railways and motor freight lines which distribute products to all parts of the United States will be greatly extended. Ports from which they will be sent out to the world, and the ships that carry them, will augment their facilities enormously. And all of this means that within a short span of years, the Southwestern farmer's great day will come.

The forestry graph in the exhibit shows that East Texas farmers own 4,147,625 acres of forest lands. From these lands there now comes an annual income of approximately \$8,000,000, the products of the forest ranking eighth in the list of all commodities.

Until recently many believed that farm forests were valuable only for logs, fence posts and fuel. The forestry exhibit shows, however, that new developments are in

(Continued on Page 19)

# DALLAS MARKET

## *Prepares for Glamour Time*

RETAIL merchants of at least twelve states will come to Dallas in July and August for the Fall market season and the 37th semi-annual series of Southwestern Style Shows. Dallas, the Southwest's one complete market, is making unusually ambitious plans to distinguish this as the greatest market season in its history.

The completeness of the market is being emphasized in the intensive advertising and publicity campaign of the Dallas Wholesale Merchants Association. The fact that the retail merchant will find in Dallas any item of merchandise he needs, regardless of the type or scope of his business, is an advantage of which the Dallas market is proud. Added to the completeness of the market are its accessibility and its service facilities, plus its entertainment and recreational attractions.

Fashion is inherently dramatic, so the Dallas market is building the dramatic phases of its Fall and Winter buying season around the debut of the new apparel fashions. For three nights—July 27, August 3 and August 10—retail merchants will be guests of the Dallas market at the great Pan American Exposition. They will be taken to Road to Rio, glamorous night spot of the exposition's midway. There they will see the new Fall and Winter

fashions, dramatically presented against the background of the fun center of two continents. The fashion revues will be blended with the clever entertainment features of the Rio Revues, under the able direction of Alexander Oumansky, producer of the Rio shows.

For the three nights the entire facilities of the Road to Rio will be turned over to the Dallas market and its guests, and they may spend the evening in the big open air cabaret theater.

The market season itself will open the day preceding the first style show, July 26, and will continue through August 14. Hundreds of retail merchants have already made their reservations through the Dallas Wholesale Merchants Association.

Every house in the Dallas market will be prepared to welcome its retail customers during the fall season. The market embraces many manufacturers as well as full function wholesalers. Every item of apparel for men, women and children, with the single exception of shoes, is manufactured in Dallas. There are several important shoe wholesalers who complete the apparel phase of the market. The largest and most complete dry goods market between the Mississippi River and the Pacific Coast is also boasted by Dallas. The big hardware and implement houses

of Dallas; the drug wholesalers; the radio, refrigerator, automotive and electrical appliance houses; the furniture and furnishing houses; the food products, grocery and confectioners' supplies wholesalers and all the other units of the complete market are preparing to greet their customers who come to Dallas for the buying season.

Fashion prestige ranks with completeness, accessibility and service facilities as one of the major assets of the Dallas market. The market is the nationally recognized fashion arbiter for the Southwest and apparel introduced at the style shows in Dallas is accepted as "Fashion"—the gilt-edge product as contrasted with style, which is often a wild-cat proposition.

Dallas is the only market in the nation with an uninterrupted record of 37 consecutive series of style shows. The shows, staged semi-annually by the Southwestern Style Show Association, an affiliate of the Dallas Wholesale Merchants Association, have become an Institute of Fashion, recognized as such by other markets as well as by the retailers. In the three Fall style shows the retailers will see fashions which can be translated into Fall and Winter profits for his business, fashions dramatically presented.

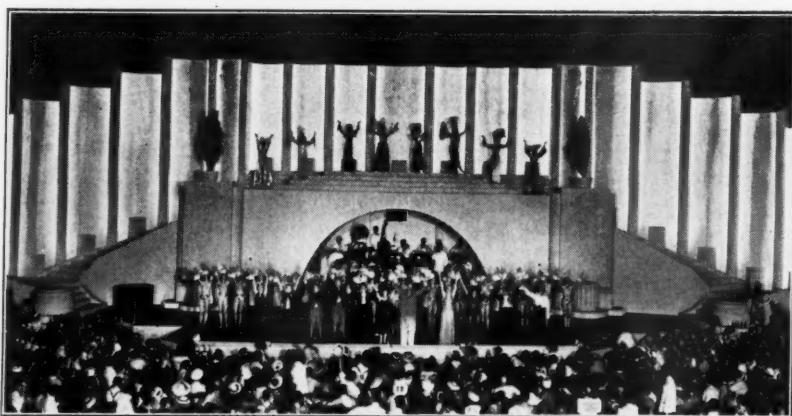
"It's Glamour Time in Dallas" has been adopted as the slogan of the market for the fall season. The market is making the slogan a reality and not just an idle phrase.

"By securing Road to Rio for the style show series we are able to present the most beautiful and glamorous revues in the his-



*Fashion Is Big Business*

*Road to Rio, shown below, provides an ideal setting for the Southwestern Style Shows*



# Medical Center Begins AIR-CONDITIONING PROGRAM

DALLAS' dominant position as the medical center of the Southwest is being extended and increased by the complete air-conditioning of the nineteen-story Medical Arts Building, the professional home of more than 400 members of the Dallas County Medical and Dental Societies.

The Medical Arts Building's big improvement program is supplementary to other current developments which are increasing Dallas' prestige as a medical and hospital center. Large annexes are under construction at St. Paul's Sanitarium and Baylor Hospital, and a large addition to Dallas Methodist Hospital is also projected. The facilities of Dallas as a medical center, backed by the unusually high attainments of the medical profession in Dallas, have given the city national importance in this field. Any discussion of Dallas as a medical center must take into account the numerous nationally and internationally famous leaders of the profession produced here, and the contributions of those leaders and their colleagues to the profession in general.

#### Complete Medical Center

Other factors in Dallas' high rank as a medical center are the city's location in relation to the bulk of the Southwest's population; the medical conventions and clinical conferences which have been held in Dallas; the location in Dallas of the Baylor University medical and dental colleges; the nurses' training schools operated in conjunction with the major hospitals; the numerous clinics and private sanatoriums, and semi-public institutions such as the Scottish Rite Hospital for Crippled Children, the Richmond Freeman Memorial Clinic, and the Bradford Memorial Hospital for children.

An estimated twelve to fifteen millions of dollars annually is brought to Dallas by the medical and hospital facilities of the city. Recent surveys indicate that nearly 15,000 non-residents are hospitalized in Dallas annually, and that for each hospital patient one to three other persons visit Dallas. In addition to the non-residents hospitalized in Dallas, there are thousands of medical office patients from out of the city who spend from one to eight days in Dallas, each.

The Medical Arts Building, owned and operated by the Cary-Schneider Investment Co. of Dallas, was erected to provide a focal point, a concentration center, for Dallas' outstanding medical facilities.

It was the first building of its type ever erected in this country, and is still the largest. Experts have pronounced it one of the most complete medical centers in America. In addition to offices for members of the medical and dental professions, the building provides an 85-bed hospital on the seventeenth, eighteenth and nineteenth floors; a large auditorium; a complete library; and a large storage garage with entrance into the lobby of the building.

#### Hospital Facilities

The Medical Arts hospital rooms are individually styled, and each has harmonizing drapes, furniture and other equipment. Medical supply houses, medical publishers' representatives and other facilities, all housed in the same building, give the Medical Arts center completeness.

Scientific air-conditioning of the building is regarded by its owners as the

last step in making it the finest and most complete medical center that could be built. The Carrier Corporation has the contract to install in the Medical Arts Building the same system which it has installed in the Metropolitan Life Insurance Building, the RCA Building, the White House, the Senate Office Building and the new luxury liners, the Normandie and the Queen Mary.

It is planned that there will be no physical shock in connection with the building's air-conditioning. Neither unusually high nor low temperatures will be maintained, but the purpose of the air-conditioning system will be "to control humidity and ventilation by the distribution of clean, washed and filtered air with temperatures set according to outside conditions and individually controlled in every room of every office."

The Cary-Schneider Investment Company's research, prior to launching of the  
*(Continued on Page 38)*

*The 19-story Medical Arts Building Gives Dallas a dominant position as a medical center*



# Southwest Finance

## Business Review and Outlook

(Prepared by the Dallas District Office, Bureau of Foreign and Domestic Commerce.)

**W**HILE retail trade in some instances during recent weeks has not compared as favorably with the like period of last year as some of the months earlier in the year, a number of stores have continued to make good showings.

For the week ending May 22, a substantial majority of the reporting Dallas retail stores registered gains over the comparable week of the previous year, the range being from a decrease of 28 percent to an increase of 54 percent, with one-half of the stores showing gains exceeding 9 percent. For the week ending May 29, nearly all of the reporting stores registered increases compared with the same week of the previous year, the range being from a decrease of 22.5 percent to an increase of 51 percent, with half of the stores showing increases of better than 11 percent.

For the week ending June 5, for the most part the reporting stores registered decreases as compared with the same week of the previous year, only about one-fifth of the reporting stores registering gains. This is perhaps due somewhat to the fact that last year the Centennial Exposition was opening on June 5, while this year the Pan American Exposition was to open one week later. The complete range was from a decrease of 26 percent to an increase of 12 percent. For the week ending June 12 retail trade in Dallas was rather spotty with only half of the reporting firms registering gains, the complete range being from an increase of 41.3 percent to a decrease of 14.1 percent. The majority of the stores reporting gains, however, had gains of less than 10 percent. For the week ending June 19 fifty percent of the reporting stores registered gains as compared with the same week of the previous year. The complete range was from a decrease of 17.9 percent to an increase of 15.1 percent.

Nearly all of the reporting Dallas retail stores registered gains during May as compared with May of last year. The range was from a decrease of 15.8 percent to an increase of 25.6 percent. More than half of the stores reported gains of better than 10 percent. The survey of the Bureau of Business Research of the University of Texas in co-operation with the Bureau of

Foreign and Domestic Commerce showed that Texas department store sales in May increased 14.7 percent over May of last year and 7.5 percent over the previous month. Sales for the first five months of this year were 13.9 percent above the same period a year ago.

For the week ending May 22, livestock sales in Fort Worth brought shippers almost two and one-half million dollars. Offerings of cattle for the week were the largest in seven years. Receipts of sheep exceeded any other week's supply since the stockyards opened thirty-four years ago. Shipments of livestock from Texas to Fort Worth stockyards and interstate points during May showed an unusually sharp year to year increase, according to the Bureau of Business Research of the University of Texas.

Statistics of dairy products manufactured in Texas during May showed mixed tendencies, according to the Bureau of Business Research. Creamery butter production declined 9.6 percent from May of last year; cheese production increased 22.4 percent for this same period; while ice cream production increased 17 percent over May of 1936. Sales of butter increased 8 percent over May of last year; sales of ice cream increased 15.4 percent; while sales of cheese decreased 29.2 percent as compared with May of last year.

The good price and heavy yield of wheat in Texas-Oklahoma area, a rare combination, has resulted in jubilation among the growers. The railroads are being hard pressed to supply the necessary rail equipment and this heavy movement of wheat also means added income for the railroads.

Three large airlines with scheduled operations through Dallas reported gains in passenger traffic for May compared with the preceding month and May of last year. One of these airlines reported increase of passenger traffic as being 30 percent over the previous month and 14 percent over May of last year. Another reported an increase of 12 percent over the previous month and 10 percent over the same month of last year; while the third airline reported an increase of 20 percent over April and 8 percent over May of last year.

The Bureau of Business Research of the University of Texas reports that building permits for a group of thirty-five representative Texas cities in May had a value of \$6,188,285, or an increase of 24.1 percent as compared with May of last year. The Bureau of Business Research of the University of Oklahoma reports building permits for a group of ten Oklahoma cities as having a value of \$1,405,566 in May 1937, which figure is more than double the figure for the same month of last year.

Postal receipts in Texas during May, according to the Bureau of Business Research, were slightly below those of the

(Continued on Page 18)

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# *Southwest Wild Life*

## FINDS HAVEN IN MUSEUM

By KITTY BARRY CRAWFORD

DEVOTED to the cause of science, the Dallas Museum of Natural History is a part of the Civic Center group of the Pan American Exposition. Its principal objective is the study and exhibition of the various phases of natural history.

The interior of this building is still under construction, as the second floor is not yet ready for occupancy. But the exterior has been finished and also the spacious first floor, where many interesting exhibits are to be seen.

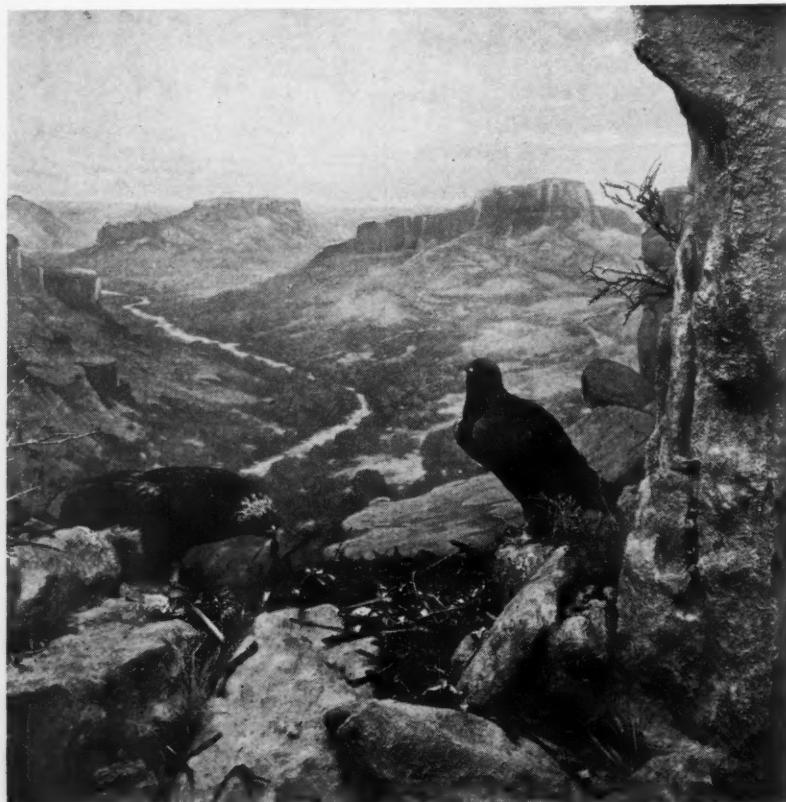
There will be groups in process of installation throughout the Exposition period, and the public is invited to visit the museum frequently and watch the progress of its development.

Built of gleaming Texas limestone, this majestic structure stands behind a wide green lawn, set off with trees and shrubbery, off Avenida Pan Americana and

Gran Avenida. It is the first of the Civic Center group to be reached by Exposition visitors when they proceed up Avenida Pan Americana from the main entrance on Parry Avenue. In the front its balconies overlook the Lago, or lagoon, and the broad driveway recently constructed through the center to the Grand Avenue entrance of the grounds.

The massive outline of this simple rectangular building, with a sweep of 200 feet across its facade, commands attention with the classic dignity of its design. The stone of its exterior, soft cream in color, has been smoothly milled and fitted to present a plain surface, relieved only by the flash of polished aluminum from doors and windows. Artificial lighting is depended on for the illumination of all exhibits, and the main floor is air-cooled.

*Here the Golden Eagle of Texas' Davis Mountains is shown with his mate against a background of their native habitat. The scene is one of the most compelling in the Museum of Natural History*



One first enters a large lobby paneled in Texas shellstone, or Cordova. This is a limestone conglomerate quarried at Del Rio, containing millions of tiny prehistoric snails and other gastropods, which give interesting pattern to surfaces. The lobby constitutes the central unit of the building and is in itself a fascinating exhibit.

### Four Exhibit Halls

Six tall columns of Italian marble support the lofty ceiling. A magnificent stairway of the same marble gives access to the upper floor. Polished aluminum and marble have been used in its decorations. The lobby is used for incidental exhibits of timely character during the Exposition period.

Four exhibition halls, each one 82 feet in length, extend in parallels of two each from the left and right sides of the lobby, each devoted to a particular phase of wild life. They are lined on both sides with built-in exhibit cases which are divided into 58 units. The units vary in size, from seven by five feet for small groups, to thirty by nine feet for larger installations. Illumination in all exhibits has been carefully adjusted for pictorial effect.

The main floor is designed for the display of vertebrate fauna of the State of Texas, presented in modern habitat groups. The upper floor when finished will be devoted to paleontology and related geological sciences, as well as to biological exhibits of specialized character. It will be two years or longer before construction is completed and a fairly representative collection of exhibits has been installed.

The two east halls on either side of the lobby are being devoted to mammals, some now extinct in Texas, but existing elsewhere, either in a wild state or in protected areas. Groups of bison, or buffalo, and elk, both of which are no longer to be found in a wild state in Texas, have already been installed. Grizzly bear and jaguar, extinct in the state but existing in other areas of this country, will be brought back and included in the exhibits. The antelope, once almost gone in Texas, is coming back, and is represented by a very fine group. Many interesting pictures of animals now common to Texas are displayed in this section.



*The antelope of the Western Plains are accessible to every visitor at the Pan American Exposition. These mounted specimens and their skillfully recreated background are among the unusual scenes in the Museum of Natural History*

#### Bird Life Displays

The two west halls are being given over to the bird life of Texas. Because of its extensive coast line and large areas of semi-desert land, both productive of varied animal life, Texas has more species of birds than any other state in the Union.

There will be space for only 33 bird groups. It will be necessary to select subjects most characteristic of the different species, but as complete a picture as possible of Texas bird life will be given, each family being represented by its most pictorially conspicuous varieties.

To achieve the complete exhibit program of the museum will require time. Animals and birds have to be collected and prepared. Accurate habitats must be created, necessitating the collection of plant life from the sections actually occupied by the fauna exhibited, the adaptation of this plant life to museum purposes, and the making of characteristic backgrounds with artificial terrain and painted perspectives.

When the collections are complete, however, they will constitute a most important contribution to natural science. They will present not merely a chronology of Texas animal life, but a cross-section of the physical geography, and of plant and animal habitats as well.

The museum is being constructed by the Park Board of the City of Dallas. Early construction work was done under the direction of E. T. Shiels, member of the board and the first museum sponsor. The work proceeds under the supervision of E. J. Railton, Park Board member, and present museum sponsor.

Frederic Walter Miller, who came to Texas from the Museum of Natural History in Denver, is director. W. A. Mayer,

Dallas, serves the museum as taxidermist. These two men collect specimens, with the assistance of the Texas Fish and Game Department and various national governmental agencies, and with the assistance of a small staff create all habitat groups.

#### Habitats Skillfully Recreated

Visitors are especially enthralled with the process of putting together the exhibits. A well constructed habitat group is really a three dimensional still life picture of some characteristic phase in the life history of some living creature. It has mood, design and composition, color interest, and interpretative values.

Buffalo are shown feeding on the flower-strewn prairie. Mountain lions are presented in a peaceful family group, with parents watching the cubs in sleepy composure. Golden eagles are displayed watching a brushy nest from which peep two speckled eggs. Migratory birds have been pictured at home in the reeds and tall grasses of the coastal area.

The background of each group, care-

fully selected and painted, depicts the general scope of the habitat occupied by the subject. The foreground reproduces the terrain and vegetation of the locality with scientific fidelity.

The background scenes of groups now in the museum were painted by Granville Bruce, Reveau Bassett, J. D. Figgins and Walter Stevens.

Trees, shrubs, reeds and grasses, and cactus and yucca, are brought from the various sections of the state to be used in foreground compositions. The trees are denuded of foliage. Plaster molds are made of leaves, from which wax reproductions are constructed, and painted with an air-brush. The wire-supported stems of the leaves are then doweled into the wood of the trees and shrubs, creating very life-like effects.

Cacti and other succulents are molded from actual leaves and plant sections, painted and set with the original thorns and spines. They are often mistaken for the living specimens they represent.

*Texas bison, or buffalo, once monarchs of a boundless empire, always fascinate visitors to the Museum of Natural History at the Pan American Exposition*



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## Business Review

(Continued from Page 15)

preceding month but substantially greater than during May 1936. Reports from thirty-five representative Texas cities showed total receipts in May of \$1,206,-518, a decline of 3.4 percent from the preceding month but an increase of 10 percent over May of last year.

The composite index prepared by the Bureau of Business Research of the University of Texas on business conditions in Texas showed a gain of almost 2 percent over April and 12 percent over May of last year. The most significant increase was that of payrolls, for which the index rose from 92.6 to 95.2, nearly 3 percent. Compared with May, 1936, the payroll index has risen nearly 26 percent, while the index of employment has increased only 11 percent. The index of farm cash income, adjusted for seasonal variation, was 154.1 as against 105.2 in April and 93.6 in May of 1936, increases of 46 percent and 64 percent respectively.

Commercial failures in Texas during May were very low. Decreases reported were 52.9 percent and 50 percent, respectively, compared with the preceding month and May of last year. Liabilities declined 93.7 percent from April and 81 percent from May last year.



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## Neglected Wealth

(Continued from Page 12)

progress in the use of Southern pine for making pulp, the basis of paper. It demonstrates that this pulp can be produced more cheaply in Texas than in the North. Farmers are therefore becoming pine-production conscious. They are being stimulated to give their forest lands scientific care to promote new growth and preserve valuable trees.

### Valuable Woods Shown

Many valuable woods other than pine may be seen in the forestry exhibit. Prominent among them are the wood of the famous Texas gum tree extensively used in interior decoration, and various oaks employed for the same purpose and for the making of furniture.

The fuel division of the exhibit shows that Texas has vast cheap fuel reserves. A major share of the world's petroleum and natural gas stand at the top of the list. But there are also extensive lignite beds in this state, much of it capable of being mined by stripping it from the top of the ground. Lignite has been called the giant power resource of Texas, waiting to be converted into electricity and gas for industrial use. The fuel display demonstrates that Texas possesses in addition an abundant supply of bituminous coal.

Graphs in the fuel exhibit point the way to many interesting and profitable uses of fuel resources. Among them will be the fabrication of cotton in the areas where a large share of the world's cotton is grown. The graphs show also the possibilities of the manufacture of rayon in Texas. Mexico, Central America, and South America could buy rayon products made in Texas more conveniently than those manufactured in New England, and for less money than silk products now procured from Europe. Rayon is a product of cellulose made from wood pulp and cotton lint.

### Petroleum By-Products

By-products of petroleum, natural gas, and lignite, the exhibits show, are produced in great variety in other sections of the United States and in other countries of the world. But practically no by-products of these great natural resources are now made in Texas, although they probably could be produced more cheaply in this state than anywhere else. Lignite by-products have founded a great chemical industry in Germany. America is forced to import quantities of these products for use in industry, medicine and the arts. The fuel display shows how advantageously they could be manufactured at home.

An exhibit in the minerals section discloses the existence of a huge store of potash in Texas. As yet it lies wholly unde-

(Continued on Page 28)



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# The Southwest's Market GETS READ



Mildred easily qualifies, under Peggy Oumansky's critical eye, as a model for the Southwestern Style Shows.

**Backstage,** Dollie and Johnseye selected Dallas shoes, hose, and lingerie as the foundation of glamour.



**Romance and glamour from Latin America will greet style show guests. Here a gay troubadour has found a secluded corner of the Exposition in which to serenade his señorita.**



(Continued from Page 13)

tory of our organization," said Charles L. Fox, president of the Southwestern Style Show Association.

"Road to Rio has a beautiful and spectacular stage show. Its stage is an ideal setting for presentation of fashions. Its

show girls are fresh and lovely, the entertainers are clever and the show offers a great variety of entertainment. By combining the entertainment features of the Rio Revue with the dramatic presentation of important and interesting new fashion trends the Dallas market will be set-

ting a new record in such enterprises."

Oscar Blatt will be co-director with Mr. Oumansky in staging the three style shows. Peggy Oumansky, the director's wife, is costumer for the revues and will assist in staging the style shows. Jack Crawford, rotund maestro, and his band

# READY FOR GLAMOUR TIME in Dallas

Saucily charming is this Fall hat fashion which Renee models for the Dallas market.



On the Road to Rio Stage Renee pauses for snapshots of some of the other girls wearing street dresses as chic as her own.

**At bedtime** Renee finds a final note of glamour in this gown from one of the Dallas lingerie houses. The Southwest's complete market in Dallas has every article of apparel for men, women, and children.



An imposing background for Renee's debut in this Fall sports ensemble is provided by the great central niche of the Hall of State.

**Atmosphere and color** abound at the Pan American Exposition. At right, a Texanita displays the Exposition flag beside a famous statue.



Coming events cast their shadows. Even in July she thrills to the smartness of this fur coat. It, too, comes from the Dallas market.



occupy the orchestra niche in the Rio stage. Joaquin Garay, sensational young Argentine singer; Renee Villon, exotic dancer; the Beau Brummels, comedians, who are said to rival the Ritz Brothers; the Cansinos, Spanish dancers; Marjorie Green, acrobatic dancer; and the Ouman-

sky chorus are headliners in the Rio Revue. The revue will be so combined with the style show that the market's guests will see as much of the Rio entertainment talent as if they had sat through both sections of the regular Rio Revue.

The stage of Road to Rio is approxi-

mately 100 feet wide by forty feet deep. The orchestra occupies a space at the rear, under an arch. On either side of the orchestra space, graceful stairs lead up over the proscenium, with exit doors behind the stately white Grecian columns which provide the backdrop for the stage.

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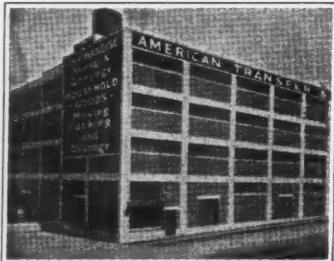


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### Pan American Games

(Continued from Page 11)

24, 25 and 31. The trials themselves are really races, so there will be four days of thrills for the speed fans. Extreme care is being taken by Exposition officials that the course is constructed to eliminate all danger for spectators, but they will not be able to do so well by the knights of the roaring road.

#### No Extra Charge

Visitors to the Exposition will be able to see the race for the admission price at the fair's main gate, unless they wish to get grandstand seats. This price arrangement makes the Pan American classic the cheapest ever held in the nation, racing officials declare. They rate the Pan American grind as interesting as the annual Indianapolis event and \$2.50 for standing room was the lowest rate there this year.

There is little question that the second meeting of the Chicago Bears with the All-Stars, headed by Slinging Sammy Baugh, All-American in 1936 with Texas Christian University, will draw a record crowd into the stadium the night of September 6. Last year the Collegians won 7 to 6, one of the few times that an all-star college aggregation has managed to defeat a professional team.

Numerous other important sports events dot the Exposition calendar. The first event was the 100-mile bicycle race held June 20. On August 6 and 7, a national invitation amateur wrestling tournament will be held in the amphitheater, in which AAU and college stars will compete. The Pan American outboard motor boat regatta, bringing champion waterbugs from all over the United States, will be held at White Rock Lake August 8. The Pan American rifle and pistol tournament, with internationally known stars entered, will be held September 24, 25, and 26. In addition, 32 football games will be held in the Cotton Bowl during the Exposition.

Probably never in history has any American city undertaken such a comprehensive program of sports and never has a world's fair featured sports such as will the Pan American Exposition.

McClanahan & Venable Oil Company, prominent East Texas oil concern, with headquarters in Tyler, recently purchased the four-story brick building at 1307-09 Elm Street, fronting fifty feet on Elm and extending through 200 feet to Pacific Avenue. Extensive improvements to the property are planned.

Bull-Stewart Equipment Company and the Safety Convoy Company both have filed amendments to their articles of incorporation changing their places of business from Houston to Dallas.

# Dallas Business

NINETY-TWO new concerns were established in Dallas during June, including ten manufacturers, twenty wholesalers, twenty-six retailers, nine oil companies, twenty-seven miscellaneous and eight branches of national concerns. Among the concerns located during the month were the following:

## Manufacturers

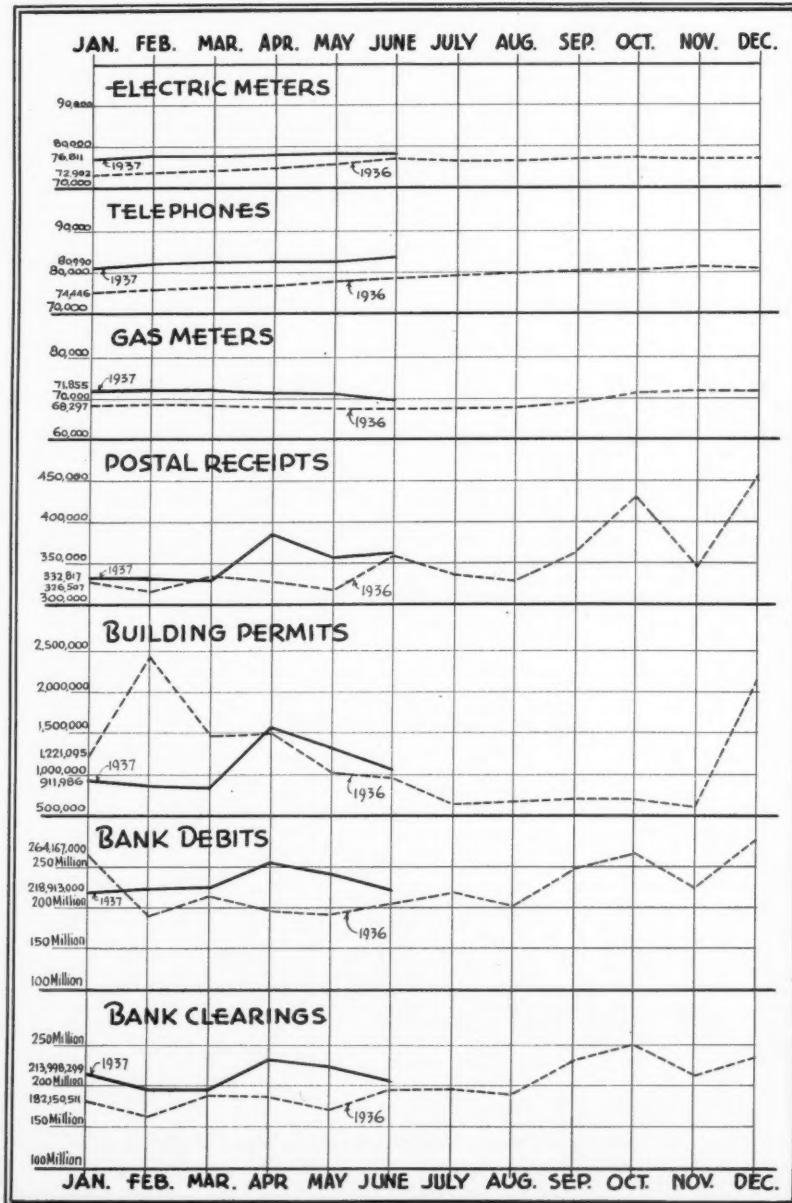
Gas Equipment Company, 2703 McKinney Avenue. Manufacturers of gas appliances.

Heins Pickling Company, 913 South Ervay Street. Pickled meats—corn beef, ham, tongue, etc.

Mangold-Modes, 506 Wholesale Merchants Building. Dresses.

National Cylinder Gas Company of Texas, temporary address 1801 Young Street. Plant under construction at South Lamar and Pennsylvania, to manufacture oxygen and acetylene gas. Branch of National Cylinder Gas Company, Chicago, Illinois.

(Continued on Page 33)



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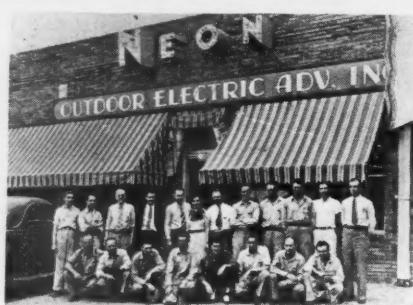
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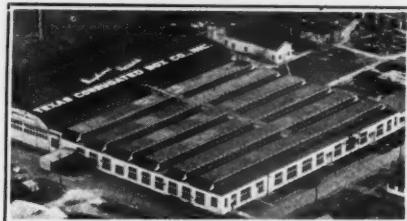
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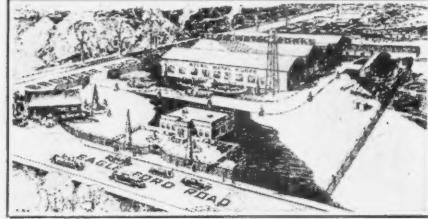
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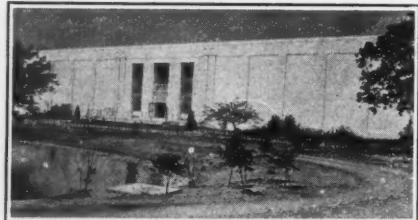
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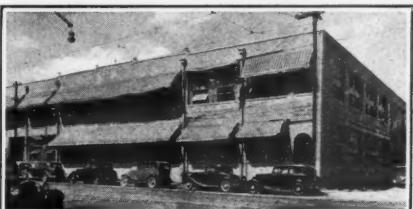
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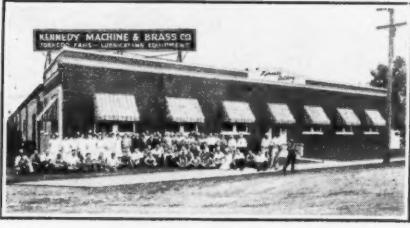
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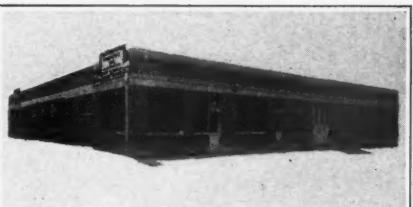
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# Headliners of the Month

THE pioneer in a significant Southern industrial development, Mexico's gracious representative at the opening of the Pan American Exposition, and the newly elected presidents of three of the most important organizations in the Southwest share "Headliners" honors this month.

Each of these outstanding men has received unusual recognition. Wirt Davis, Dallas banker, was awarded the Pioneer Cup given annually by the Chemical Foundation, Inc., and the Farm Chemurgic Council for the year's outstanding achievement in the field of Chemurgy; through Enrique Pawling, chief of the Commerce Department of Mexico's Secretariat of National Economy, Mexico expressed her Good Neighborliness; R. J. Edwards of Denton received the highest honor in the gift of his profession when he was elected president of the Texas Press Association; Merle Gruver of Henderson was given a great opportunity to

#### VOICE OF MEXICO

*Ing. Enrique Pawling brings greetings to the Pan American Exposition*



#### GENTLEMAN OF THE PRESS

*R. J. Edwards of Denton, new president of the Texas Press Association, chatting with Mrs. Edwards during an intermission in the Pan American Casino*

further the development of Texas when he was elected president of the Texas Chamber of Commerce Managers Association; and Robert M. Ross of Dallas was honored by election to the presidency of the Associated Retail Credit Men of Texas.

The keyman in the significant chemurgic project to establish the first newsprint paper mill in the pine forest of East Texas, a project involving \$5,000,000, is Wirt Davis, Dallas capitalist and chairman of the board of the Republic National Bank in Dallas.

As a result of his leadership in the paper mill project Mr. Davis was awarded the Pioneer Cup annually given by the Chemical Foundation, Inc., of New York, and the Farm Chemurgic Council for the outstanding achievement in the field of applied science or chemurgy. The award was made at the Third Dearborn Conference in Detroit a few weeks ago.

Mr. Davis, who had gone to Dearborn and Detroit to deliver a paper on the projected newsprint mill for East Texas, did not know that he had been slated for this high honor, and promptly rebelled to his lifelong friend and former college mate at Yale, Francis P. Garvan, president of The Chemical Foundation, who conferred the cup.

It was Mr. Davis' view that he himself had done nothing important or unusual to merit such a high honor. After the committee on arrangements had been almost panicky at this last minute interruption of its plans, a compromise was reached by which Mr. Davis consented to accept the Pioneer Cup not for himself

but on behalf of the men of Texas who, together with him, will make possible the East Texas newsprint mill.

Among the men of Texas who are closely associated with Wirt Davis in organizing the East Texas newsprint mill are these: Nathan Adams, First National Bank, and Fred F. Florence, Republic National Bank, Dallas; E. L. Kurth, Lufkin, Angelina County Lumber Company, and chairman of the East Texas Chamber of Commerce paper mill committee; Ar-

(Continued on Page 30)

#### COMMUNITY BUILDER

*Merle Gruver heads the Texas Chamber of Commerce Managers Association*



# Hobby Becomes THRIVING INDUSTRY

A HOBBY, developed over a period of many years by O. E. Hawley, has suddenly become one of Dallas' thriving new industries. Mr. Hawley's avocation has become his business and the Hawley Company has been organized to manufacture the ventilated wood awnings on which Mr. Hawley holds patents.

The ventilated wood awning manufactured by the Hawley Company is a permanent fixture to the home or building, and its inventor claims for it the advantages of being "non-flapping and unsqueakable."

Mr. Hawley, a cement salesman, began making the wood awnings as a back yard industry. Even after obtaining his first patent he continued for many years to manufacture and improve the awning simply as a leisure-time occupation.

Friends and neighbors saw his first set of awnings and wanted sets like them. Being permanent and designed to fit the architectural motif of the home, they were in instant demand. Mr. Hawley filled as many orders as his "off-hour" moods, tendency and time allowed him to build, until such demands upon his time were so that he saw a full-time business ahead. Then he resigned his job and opened the first unit of his plant—the Hawley Company, manufacturers of Ventilated Wood Awnings—located midway between Oak Cliff and West Dallas at 163 Avery street. Since opening the plant in the spring of 1932, he has built four additions to it, and plans to spend part of the winter-months—the off season in the awning business—in further enlarging the plant.

The company now has a weekly payroll ranging upward from \$400, and the annual volume of business ranges upward from \$50,000. It is only recently that the

*The Hotel Jefferson, below, recently installed ventilated wood awnings*



O. E. HAWLEY

company has been taking orders outside of Dallas.

"The ventilated awning is an aid to comfort, in the home, the apartment dwelling, the hotel, or the business house, and it not only lowers the room heat several degrees, but adds beauty to the building," Mr. Hawley explained. "It has been proven an aid to air conditioning, as it removes the excessive heat load from the window.

"Instead of holding the heat, it permits ventilation. The super-imposed and staggered slats prevent the condensing of heat on the window glass. It also acts as a thermo syphon to the heat of a room and lifts it out, making a complete change of air at reasonable intervals, creating a delightfully pleasant room on the hottest day."

The awnings are constructed of red-wood slats, carefully selected and seasoned. Red-wood was selected for the construction of this new type of awning because it is naturally preserved and does not warp nor bend out of shape.

The Hawley Ventilated Awning is unique in design, and each set of awnings is designed to conform to the architecture of the home or building for which they are to be constructed. Not only do the awnings conform to the architecture of the building but the color scheme is worked in also, to offer needed trimmings to the appearance of the building.

The awnings are built to insure permanence, and are equipped with safety storm hooks and bracing hinges for folding sides to simplify installation and storage. It is

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## THE PORT COMMISSION

BEAUMONT, TEXAS

R. T. Behannon, Southwestern Representative  
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O. L. Caywood, Port Director  
Beaumont, Texas



(Continued on Page 38)

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Dallas' newest and most modern bath house for men, women, and children. Our baths relieve any form of rheumatism or toxic poisoning. We guarantee to reduce weight. Separate department for men and women.

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**Neglected Wealth**

(Continued from Page 19)

veloped, awaiting conversion into fertilizers greatly needed in this agricultural section, and into other major products, including munitions. Farmers of the United States, the potash graph shows, are using annually in excess of \$20,000,000 worth of potash that comes from government monopolies in France and Germany. The graph demonstrates the practical possibility of this potash being mined in Texas.

The list of metals, minerals, and stones of various kinds existing in this state and now on display in the Museum is a long one. Some of them exist nowhere else in the world.

Texas, for instance, produces the only marbles in pure colors that exist outside those of Italy. Outstanding in the marble display is a pure white marble which has been found nowhere else. A million tons of it have been discovered in one small area of Llano County, and more is being disclosed.

A lovely yellow marble in the stone exhibit recently received unique recognition. With numerous samples, none of them identified as to location, and coming from all over the world, it was submitted to the building management of an institution in Chicago. It was selected as the most beautiful marble offered. When members of the committee were told it came from Texas they were astounded. Seventeen carloads were used.

The marble display graphs show that Georgia marble is the chief competitor of marble from Texas. The Kessler test, so the graph explains, demonstrates that

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PECAN LOAF  
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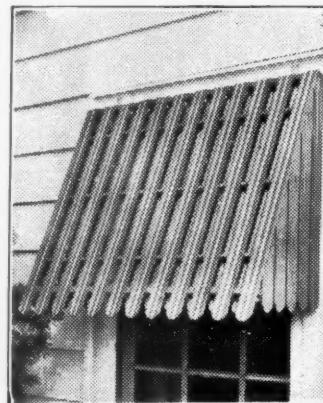
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Installation of Hawley Ventilated Awnings insures a proper circulation of air in the hottest room and makes it comfortable and livable.

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Manufacturers of

VENTILATED AWNINGS

163 Avery Street Telephone 2-2749

Texas marble has superior resistance to that of Georgia, Texas marble registering a specific gravity of 3, while Georgia marble shows only 2½.

Literally hundreds of interesting stones are on display. Visitors especially admire the colorful Palo Pinto stone, or "painted rock" of the Brazos River Valley west of Fort Worth. It ranges in color, in the same pieces, from light creamy sand to dark orange browns and reds that are almost black. This stone is being used extensively not only for building but for making picturesque rock gardens and water gardens.

The Museum building itself is an outstanding display of the use of one of the most beautiful of the Texas building stones, Austin limestone, quarried near the city of Austin, capital of Texas. Irregular mill scraps fitted to give a charming texture form the outer walls of the structure.

All of the buildings in the Civic Center are constructed of Texas limestones, granites, and marbles, although marbles from abroad are used in the decoration of several. The magnificent Texas Hall of State is built of Texas limestone. It is walled inside with Texas shellstone, a limestone conglomerate to be seen in the museum exhibits, that contains millions of tiny prehistoric shells. Shellstone, known also as Cordova, is coming into popular favor as material for outdoor furnishings, such as garden benches, bird baths and decorative posts and columns.

A colorful stone that attracts great attention from visitors is the petrified rock of West Texas. Unlike the stone from the Petrified Forest in Arizona, this rock is not yet so penetrated by silicon that it gleams with a hard luster. It has a very soft sheen, and its colors are almost pastel in tone.

#### Many Varieties of Clay

Museum displays show that practically every variety of clay found anywhere in the world exists in Texas, besides some forms of clay that exist nowhere else. Included in the clays are very fine kaolins now being used outside the state for making art potteries. The best grades of silicon sands used in the manufacture of glass are shown by exhibits to come from Texas. Fine clays from which porcelains might be made are on display.

Museum exhibits and graphs show that 85 per cent of the world's mohair is produced in Texas. At present there is not even a mohair washing plant within the borders of the state. The bulk of Texas mohair is sent to Boston, primary wool market of the United States, whence it is distributed to weavers and manufacturers of the world. Many wools used in clothing and other industries are grown in Texas, but museum graphs show they are not converted into products in this state.



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219 North St. Paul Street 2-4689



## First National Bank *in Dallas*



### Statement of Condition

at close of business June 30, 1937

#### ASSETS

Cash on Hand and Due from Banks	- - - - -	\$ 42,277,646.98
United States Securities Owned	- - - - -	23,799,800.00
Stock in Federal Reserve Bank	- - - - -	309,000.00
Other Stocks and Bonds	- - - - -	3,457,847.53
Loans and Discounts	- - - - -	43,909,900.29
Furniture and Fixtures	- - - - -	286,903.90
Real Estate and Banking House	- - - - -	2,425,000.00
Other Real Estate	- - - - -	1,324,972.41
		<u>\$117,791,071.11</u>

#### LIABILITIES

Capital Stock	- - - - -	\$ 8,000,000.00
Surplus Fund	- - - - -	2,300,000.00
Undivided Profits, Net	- - - - -	2,961,793.86
Reserved for Taxes, Etc.	- - - - -	326,827.34

#### DEPOSITS:

Individual	- - - - -	\$ 72,126,493.96
Banks and Bankers	- - -	29,324,013.73
U. S. Government	- - -	2,751,942.22
		<u>104,202,449.91</u>
		<u>\$117,791,071.11</u>

#### TRUST DEPARTMENT

Administrative Trusts	- - - - -	\$ 22,583,180.98
Corporate Trusts	- - - - -	27,068,415.59
Total Trust Department Assets	- - -	<u>\$49,651,596.57</u>

(Not Included in Bank Totals)

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**Headliners**

(Continued from Page 26)

thus Temple, Texarkana, Temple Lumber Company; P. B. Doty, First National Bank, Beaumont; and Wm. W. Buffum, Chemical Foundation, Inc., New York. Hubert M. Harrison, general manager of the East Texas Chamber of Commerce, was secretary at the conference.

The East Texas paper mill project is known as Southland Paper Mills, Inc., No. 1. Mr. Davis is serving as chairman of the organization committee which is raising the initial million or two millions of dollars. No announcement has been made as to the location of the mill, but that is expected shortly.

It was altogether fitting that Ing. Enrique Pawling, president of the inter-departmental government committee on Mexican participation in the Pan American Exposition should come to Dallas for the opening of the Good Neighbors Fair, and more particularly to participate in the ceremonies dedicating the Pan American Palace at the exposition.

The "Ing." which precedes Mr. Pawling's name signifies that he is an engineer, symbolical of the new spirit of achievement which is stimulating the rapid development of Mexico. He is regarded as one of the key men in the administration of President Cardenas, and was entrusted with the responsibility of heading the group of officials who have planned and directed Mexico's enthusiastic participation in the exposition.

Mr. Pawling was born in the State of Vera Cruz. He was formerly in the marine service, and later served his nation on several important foreign missions. For the past 10 years he has been an active official in the Secretariat of National Economy, under the extremely able Gen. Sanchez Tapia. He is president of several boards and commissions of the Mexican government, charged with responsibility of directing many important economic and social projects affecting the welfare of millions of his countrymen.

Mr. Pawling was already known to a number of Dallasites as a gracious and charming gentleman prior to his attendance at the opening of the exposition. He was host at a luncheon which the Secretariat of National Economy gave for the 115 members of the Dallas Good Neighbors Tour to Mexico at Xochimilco last March.

Merle Gruver, elected president of the Texas Chamber of Commerce Managers at the annual convention in Kerrville last month, has been manager of the Henderson Chamber of Commerce for the past six and a half years. He was only 22 years old when he entered the field of Cham-

ber of Commerce management in Olney; where he served five years prior to going to Henderson. He is known throughout the State as one of the most able and aggressive organization executives in the Southwest.

Mr. Gruver was born in Brewster, Minn., but at the age of five moved to Colorado with his family. He was educated in the public schools of Monte Vista, Colo., and in the law school of the University of Colorado. He was employed for two years in the public relations department of the Los Angeles, Cal., Gas and Electric Co. prior to coming to Texas.

He has been active in various Chamber of Commerce executives' associations, and has served the T.C.C.M. in the capacity of vice-president as well as director. He has attended two sessions of the National Chamber of Commerce School at Northwestern University and one session of the Southwestern Chamber of Commerce School in Dallas.

Mr. Gruver was awarded first prize in the 1936 Achievement Contest sponsored by the East Texas Chamber of Commerce. He is active in Henderson civic and religious work, and is a member of the Lions and Kiwanis Clubs. He is a Mason, and is president of the Laymen's League and a member of the Board of the First Christian Church of Henderson.

#### PIONEER INDUSTRIALIST

*Wirt Davis, Dallas banker, right, receives from Francis P. Garavan, president of The Chemical Foundation, the Pioneer Cup given for the year's outstanding achievement in the field of Chemurgy*



CREDIT CHIEF

*Robert M. Ross of Dallas is new president of the Associated Retail Credit Men of Texas*

He is married and the father of a daughter, Bitsy, 12.

R. J. Edwards of Denton, elected president of the Texas Press Association at its annual convention in Brownwood last

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—JOHNNIE DANIELS.

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*Prompt and Efficient Towel Supply Service  
3305 San Jacinto Street      Dallas, Texas*

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### HOUSEMAN BUILDING

CORNER NORTH AKARD AND FEDERAL STREETS

month, has long wielded a great influence in Southwestern journalism. As an editor, he has consistently upheld the dignity of his paper, at the same time keeping it fully abreast of every development in the newspaper field.

A native of Denton, Mr. Edwards was educated in the public schools there and was later graduated from the University of Texas. He entered the newspaper business as business manager of the Denton *Record-Chronicle* in 1905. He now holds the position of manager-editor of the same paper on which he began his career.

Under Mr. Edwards' management, the *Record-Chronicle* has attained and held a reputation for sound, liberal and progressive journalism. It has been a force not only in the community which it serves but also in the development of the Southwest.

Mr. Edwards became a member of the Texas Press Association in 1909. He served as a member of the court reform committee of the association, and has also been active in many of its other undertakings.

He was married in 1910 and has one child. He has had prominent roles in the civic life of Denton for many years.

When the Associated Retail Credit Men of Texas elected Robert A. Ross of Dallas president, they not only conferred upon him the highest honor in their gift but also automatically made him one of the twelve directors of the National Retail Credit Association. This latter organization has a membership of 20,000 credit executives in the United States and Canada.

In electing Mr. Ross president, the Texas association also decided to meet in Dallas in May, 1938, for the first time since 1926. The convention will be held concurrently with the meetings of the Texas Retail Merchants Association and the Texas Retail Credit Bureaus Association, with a combined aggregate attendance of more than 2,000. Selection of Dallas as the convention city was in large measure due to the personal work of Mr. Ross.

Mr. Ross was born in Haskell, Texas, May 8, 1893. He was educated in the public schools and in North Texas Teachers College, Denton, where he was graduated with the class of 1912. He began his business career in the financial department of a large Eastern life insurance company. He was later transferred to the agency division and was made manager of the branch office in St. Louis, supervising half of Missouri and half of Illinois. In 1921 he became credit manager of Neiman-Marcus Co., Dallas, which position he still holds. He served as pres-

(Continued on Page 35)



## DALLAS TRANSFER and Terminal Warehouse Co.

(Established 1875)

E. D. Balcom      Gus K. Weatherred  
2nd Unit Santa Fe Building

Warehouse, Office and Display Space  
Moving—Heavy Hauling—Packing

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"Goteverything"

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AT LOWER PRICES

W. H. SEARS, Sales Manager  
816 S. Haskell Avenue      Dallas

## Dallas Business

(Continued from Page 23)

Nuttos Manufacturing Co., 618 North Washington Avenue. Manufacturers of "Nuttos" corn chips.

Royal Crown Cola Company, 816 Exposition Avenue. Soft beverages.

Southern Paint and Body Shop, 3313 Grand Avenue. Automobile bodies.

Stenzler Table Pad Co., 2213 Cedar Springs. Table pads.

Texas Nu-Wall Company, 2821 Hickory Street. Wallboard—Masonite board treated and finished in tile and plain patterns for wainscoating in bath rooms, kitchens, etc.

Venetian Blind Manufacturing Co., Maple Avenue, Route 5, Box 105. Venetian blinds.

### Wholesale and Branches

Edw. F. Aymond, 3750 Urban Street. Manufacturers' agent.

B. & L. Produce Co., 2109 Young Street. Produce.

Chase Building Products, Inc., 123 Commerce Street. Concrete structural wall tile and building specialties. Home office, Fort Worth.

J. A. Congleton, 523 South Ervy Street. Distributor of cork insulation manufactured by Crown Cork & Seal Company, and waterproofing manufactured by Lewis Asphalt Engineering Corp.

Cox & Neatherly, 312 Wholesale Merchants Building. Knit goods.

Davidson Egg Co., 6319 East Grand Avenue. Wholesale eggs.

Hanby & Smith, 507 Thomas Building. Doors.

J. A. Hickman & Co., 913 Santa Fe Building. Sales agency.

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**Gunter**  
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A FOCAL POINT  
FOR SAN ANTONIO'S  
BUSINESS and SOCIAL  
GATHERINGS  
Four Fine Restaurants  
A. M. Artie' COMPTON  
MANAGING DIRECTOR

## STATEMENT OF CONDITION OF THE DALLAS MORRIS PLAN BANK AT THE CLOSE OF BUSINESS JUNE 30, 1937

### RESOURCES

Loans and discounts on personal or collateral security	\$ 901,705.00
Securities of United States, any State or political subdivision thereof	240,407.29
Certificates of deposit	8,000.00
Furniture and fixtures	4,696.45
Cash and due from other banks and bankers, subject to check on demand	28,852.29
<b>TOTAL</b>	<b>\$1,183,661.03</b>

### LIABILITIES

Capital Stock	\$ 100,000.00
Undivided profits, net	84,892.05
Reserve for interest, taxes, losses, etc.	50,831.75
Investment certificates of deposit	614,113.97
Payments on certificates hypothecated to retire loans at maturity	333,503.02
Other liabilities, customers' cash	320.24
<b>TOTAL</b>	<b>\$1,183,661.03</b>

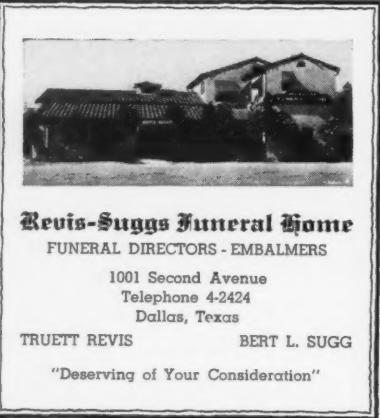
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12 approved trucks and vans to serve you. Household, oil field and livestock transportation.



Lycoming Manufacturing Co., 3600 Commerce Street. Natural gas engines and dual automatic electric sets, sold largely to the oil industry. Southwestern headquarters at Dallas with distributors in principal oil centers. Home office, Williamsport, Pa.

Miller-Bryant-Pierce Co., 305 Southland Life Building. Carbon paper, typewriter ribbons and other office supplies. Home office, Aurora, Ill.

Mountain Valley Water Co., 1805 1/2 Main Street. Mineral water.

New York Merchandise Company, Inc., 1110 Commerce Street. Imported small wares and novelties of all kinds. Dallas selected for third large branch, to serve Texas and other Southwestern States. Other branches located at Los Angeles and Toronto. Home office, New York. Louis H. Shelby, manager, Dallas branch. Large stocks to be carried for immediate delivery.

Norton Wholesale Beauty Supplies, 503 Stewart Building. Beauty parlor supplies.

C. A. Reed Company, 512 Allen Building. Paper specialties of all kinds. Paul E. Jersig, manager. Home office, Williamsport, Pa.

Roy A. Ribelin Distributing Co., 1815 Griffin Street. Paint materials for paint manufacturing trade.

Standard Cigar Company, 1705 Forest Avenue. Distributors of cigars manufactured by General Cigar Company.

Stanley Home Products Co., 1907 Federal Street. Brushes.

Superior Wholesale Market, Inc., of Dallas, 2012 Marilla Street. Wholesale meats.

Texas Book Supply Co., 508 Southwest Life Building. Books.

Transportation Equipment Co., 2656 Main Street. Truck equipment.

#### Oil Companies

Bertha Oil Company, a Delaware Corporation, granted Texas permit with Dallas as headquarters; Maurice E. Purnell, First National Bank Building, an attorney, Texas agent. Oil royalties.

Carlos Oil Corporation, oil producers, incorporated by J. R. Golden, J. R. Howell, Jr., and Lanham Corley, with Dallas as headquarters.

Erin Petroleum Company, Ltd., chartered by V. F. Ryan, M. M. Cole and N. E. Hays, with Dallas as headquarters. Oil royalties.

P. S. Haury, 609 Wilson Building. Geologist.

Mar Production Company, incorporated by R. B. Shultz, W. R. Ritchey and L. M. Shultz, with Dallas as headquarters. Oil producers.

McDougall-Catlett Company, headquarters Tulsa, Okla., granted Texas permit with Dallas as headquarters and D. W. McDougall, Texas agent.

F. A. Peterson, 625 Wilson Building. Oil broker.

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## BAKER HOTEL DALLAS

Sulphur Bluff Oil Company, incorporated by D. R. McGorvey, George E. Youngblood and G. Q. Youngblood, with Dallas as headquarters. Oil producers.

Velada Oil Corporation, incorporated by Herbert Mallinson, C. A. Lester and Jack F. Hyman, with Dallas as headquarters. Oil producers.

### Headliners of the Month

(Continued from Page 32)

dent of the Dallas Retail Credit Men's Association in 1927 and 1928.

He has distinguished himself in the field of merchandising as well as in credit work and his close application to the general problems of merchandising led to his election as vice-president of the Retail Merchants Association of Texas at its last annual meeting.

United, Inc., 309-11 North Austin Street, has been appointed distributor for Blatz beer, manufactured by the Blatz Brewing Company, Milwaukee, Wis.

E. E. Fogelson, prominent independent oil operator, who recently has maintained headquarters in Houston, will shortly move his organization to Dallas. He has purchased a site in the Northwest Highway district for a fine country estate. Plans are being completed and work will start shortly.

### Sanger Hotel Pharmacy

727 S. Ervy

7-5030

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AUSTIN ENGRAVING COMPANY  
WACO Box 342 TEXAS

*Statement of*  
**Republic National Bank**  


Dallas, Texas

Condensed Statement of Condition on June 30, 1937

**RESOURCES**

Loans and Discounts .....	\$28,266,821.92
Banking House .....	1,975,000.00
Other Real Estate .....	447,275.36
Furniture and Fixtures .....	198,000.00
Stock in Federal Reserve Bank .....	210,000.00
U. S. Government Securities .....	12,776,140.60
State of Texas Securities .....	1,626,492.00
Municipal and Other Securities .....	3,455,986.80
Cash in Vault and with Banks .....	22,681,207.11

**TOTAL**

.....	\$71,636,923.79
-------	-----------------

**LIABILITIES**

Capital .....	\$ 4,000,000.00
Surplus .....	3,000,000.00
Undivided Profits .....	610,686.43
Reserve for Dividends .....	120,000.00
Reserve for Interest, Taxes, Etc. ....	316,130.09
<b>DEPOSITS:</b>	
Individual .....	\$41,687,739.65
Banks .....	20,352,367.62
Government .....	1,550,000.00
.....	63,590,107.27

**TOTAL**

\$71,636,923.79

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 HAYS E. BASSETT, *Assistant Cashier*  
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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

*Condensed Statement of the Condition of*

**THE LIBERTY STATE BANK**

*Dallas, Texas*

*At the Close of Business, June 30, 1937*

**RESOURCES**

Loans and Discounts .....	\$2,335,641.31
Overdrafts .....	4,107.56
Furniture and Fixtures .....	32,193.10
Banking House Improvements .....	40,993.22
Other Real Estate Owned .....	45,198.99
County and Municipal Bonds and Other Securities .....	\$ 46,269.51
U. S. Government Securities .....	580,054.96
Cash in Vault and with Other Banks .....	1,400,845.90— 2,027,170.37
Customers' Securities .....	31,650.00
.....	
<b>TOTAL</b> .....	<b>\$4,516,954.55</b>

**LIABILITIES**

Capital Stock .....	\$ 150,000.00
Capital Debentures .....	88,500.00— 238,500.00
Surplus Earned .....	45,000.00
Undivided Profits—Net .....	10,000.00
Reserved for Contingencies, Insurance, etc. ....	38,430.97
Reserved for Debenture Retirement .....	16,000.00— 64,430.97
Deposits: Individual .....	3,373,931.51
Bank Deposits .....	232,363.82
U. S. Government .....	31,000.00
Municipal Funds .....	179,628.25
State Funds .....	320,450.00— 4,137,373.58
Customers' Securities .....	31,650.00
.....	
<b>TOTAL</b> .....	<b>\$4,516,954.55</b>

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*of the*

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... are cordially invited to visit the new display of Merchandise in our large permanent home now located at 1110-12 Commerce Street, adjacent to the Santa Fe Building.

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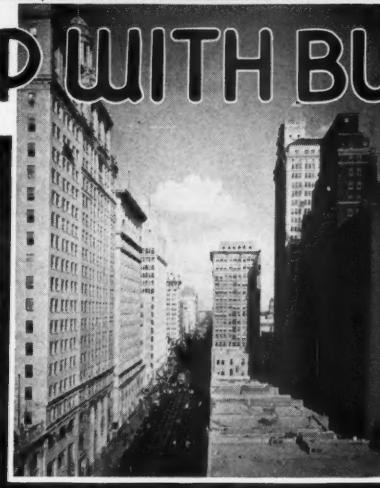
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## Exposition Seals

(Continued from Page 7)

itself in verbal association with the word Mexico.

Through an archway the visitor enters the long hall of the Pan American Palace. At the left is the Guatemalan exhibit. Characteristic are huge pillars of Guatemalan textiles. In the center of the exhibit hangs an outline of the sacred Quetzal bird, made of luminous Neon tubing.

Around the walls colorful native dresses are displayed, and to one side small quantities of various typical Guatemalan products are on exhibit.

Nearby, under a palm frond roof, is the celebrated Guatemalan Marimba band, which gives concerts at regular intervals throughout the day within the exhibit building and from 7 until 10 o'clock in the evening in the softly lighted, palm studded patio.

Hemp, one of the foremost products of Honduras, is featured prominently in the exhibit from that country. Set against a ceiling-high mural, the Honduras exhibit is composed of various leading raw products as well as manufactured goods.

Like Honduras, the Venezuelan exhibit features products typical to the mountain fastnesses of that South American country. Chief over others is the display of coffees.

Peru's big exhibit was delayed in shipment, but officials of the exposition's Pan American Bureau have announced that all of the Peru display will be installed by July 15. Peru will occupy approximately the same space in the Pan American Palace that Mexico occupies, in the opposite wing of the mammoth building.

When the archaeological displays from Peru and the commercial and industrial exhibits from Panama, Ecuador and other Latin American countries are completely finished, the Pan American Palace will maintain through the run of the Exposition the chief interest of exhibit visitors.

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THE HIGHEST GRADE  
PORCELAIN ASSURES A  
BEAUTIFUL AND LASTING  
INSTALLATION.  
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Claude Neon federal Co.  
DALLAS, TEXAS  
Electrical Displays  
Structural Porcelain

### Hobby Becomes

(Continued from Page 27)

a self-contained unit scientifically assembled to cope with individual situations.

Built as they are of permanent materials, braced with wrought iron, there is no flapping to the awnings. As a permanent fixture to a home or building, there is no increased insurance premiums to pay, as this type of awning does not create an additional fire hazard.

The value of the awnings has been recognized by a number of the leading hotels and apartment houses in Dallas as well as by many home owners. Installation has already been completed on the Jefferson Hotel, Melrose Court, Stoneleigh Court, the Mayfair Hotel, the Wales Apartments, Cliff Towers and Weiland's Funeral Home. Plans are being discussed now for several other buildings as well as many homes.

Mr. Hawley said he expected to double the output of his factory within the next year.

### Medical Center

(Continued from Page 14)

air-conditioning program, indicated that conditioned air not only increases the comfort of occupants of the building but also causes a decrease in illness of approximately 45 per cent. Officials of the company said that hospitals and medical centers have found the number of days lost per occupant because of illness has been materially decreased by installation of air-conditioning plants.

One of the unique features of the construction on the Medical Arts is the huge shaft which will house the fresh air ducts. This shaft will also contain a series of booster fans of centrifugal type. It is believed that this is the first time that a shaft thirteen stories high has ever been suspended from the structure proper and to overcome the tremendous weight factor, Federal porcelain enameled steel has been selected. This provides a permanent type of construction with a mat finish to match the present building. It is the largest expanse of porcelain ever erected in the Southwest and Architect Grayson Gill is responsible for this unique idea. The porcelain will be made and installed by the Federal Electric Company of Dallas.

Installation of the air-conditioning plant will be carried on this summer with a minimum of inconvenience for occupants of the Medical Arts Building. Partial operation of the system will begin early in August, and installation will be completed shortly afterward, the owners said.

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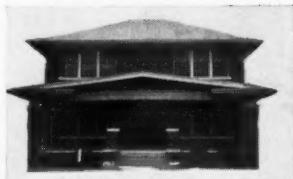
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## INDEX TO ADVERTISERS

	Page No.		Page No.
Adleta Showcase & Fixture Mfg. Co.	19	Lindsley, J. W.	6
Allen Building	27	Long, Lloyd M.	15
Ambassador Hotel	23	Maple Avenue Transfer	34
American Beauty Cover Co.	37	Marcy Lee Mfg. Co.	25
American Paint & Supply Co.	25, 38	Medical Arts Building	2
American Transfer & Storage Co.	22	Mercantile National Bank	18
Ashburn, J. Foster	37	Metropolitan Building & Loan Assn.	15
Atlas Metal Works	24	Metropolitan Business College	37
Austin Engraving Co.	35	Mitchell, John R.	39
Baker Hotel	34	Model Tailors	38
Beaumont Port Commission	27	Morten Milling Co.	25
Billings, Dr. C. W.	39	Motor Freight Page	4
Blackman Equipment Co.	28	Murray Brothers	37
Brown Cracker & Candy Co.	24	National Adjusting & Collecting Co.	37
Cannon Ball Towel Supply	34	Nelson & Nelson	37
Cargo, Hugh	23	New York Merchandise Co.	36
Carrier-Bock Corporation	40	North Texas Materials Co.	37
Chickasaw Company	33	Oldham & Sumner Lumber Co.	38
Clarke & Courts	32	Old Union Beer	37
Corder's Bakery	28	Outdoor Electric Co.	24
Crockett Printing Co.	35	Paper Excelsior Packing Co.	24
Dallas Distilled Water Co.	24	Pollock Paper Co.	25
Dallas Enameling Co.	30	Progress Laundry & Cleaning Co.	6
Dallas Morris Plan Bank	33	Provident Life & Accident Insurance Co.	22
Dallas Power & Light Co.	19	Purity Ice Cream Co.	34
Dallas Transfer & Terminal Co.	33	Republic Insurance Co.	18
Dallas Uniform Cap Mfg. Co.	34	Republic National Bank	36
Dentler Maid Food Products	25	Republic National Insurance Co.	35
Donald O'Neill & Co.	15	Revis-Suggs Funeral Home	34
Ellis-Smith	38	Roark, Eddie	28
Ely, Henry	39	Sanger Hotel Pharmacy	35
Ewing, S. L.	37	Sargent's Store	37
Fakes & Co.	33	Schell, Lawrence	27
Federal Electric Co.	38	Simone Tailoring Co.	31
Fifteen Minute Auto Wash	37	Slaughter, J. W.	28
First Federal Savings & Loan	29	Southland Hotel	30
First National Bank	29	Southwestern Blue Print Co.	37
Frankfort Finance Corp.	37	Standard Fixture Co.	25
Fulton Bag & Cotton Mills	30	Stewart Office Supply Co.	25
Gulf Oil Co.	5	Storm Printing Co.	37
Gunter Hotel	33	Sultan Turkish Baths	28
Harpold, J. B.	37	Tardy, James N.	15
Haughton Bros.	19	Temple Lumber Co.	37
Hawkins Tire & Battery Co.	31	Temple Mfg. Co.	39
Hawley Co., The	28	Terry Brothers	38
Hedgecock Artificial Limb Co.	38	Texacore Co.	24
Herber Brothers	29	Texas Corrugated Box Co.	24
Hesse Envelope Co.	35	Texas Cut Stone Co.	24
Houserman, D. H., Realty Co.	22	Texas Sanitary Supply Co.	31
Hudson & Hudson	32	Tray Service	25
Ideal Laundry & Cleaning Co.	35	Watson Company	39
Johnson, John J.	37	Wholesale Merchants Building	18
Jones-Calvert	33	Willard Hat Co.	22
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Liberty State Bank	36	Wright Titus	30

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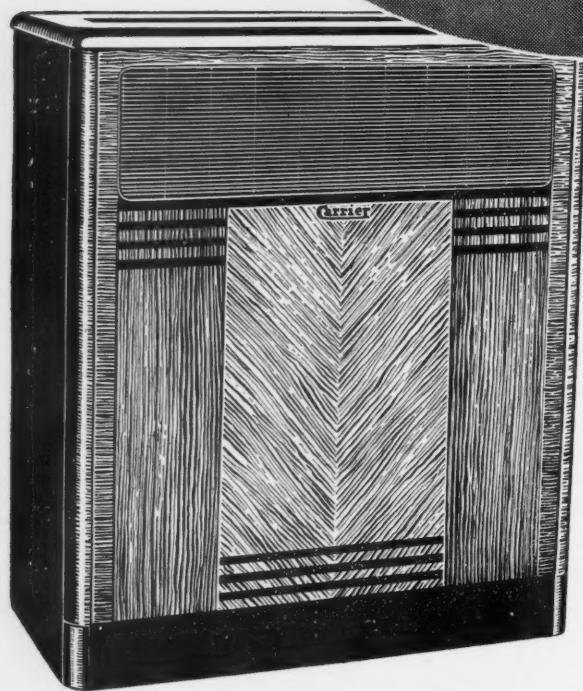
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4